Consumer Revolution In The Home Warranty Industry

Imagine going to the grocery store but when you get there, someone tells you what to buy. They load up your cart with goods regardless of whether you need them or not and expect you to pay full price for them.When you get home, what do you do? You toss out the sardines and the artichoke hearts and wish that you could have bought more toothpaste. But it simply wasnt allowed.The problem with this scenario is that you have no choice and no control. Since someone else is making the decisions, you end up losing money. (Just what is an artichoke heart, anyway?)While this idea may sound comical to some, thats exactly whats going on in the home warranty industry. Customers who are looking for home warranties are showing up at a home warranty providers website and being told what to buy and how much theyll get.Do you need two air conditioners covered? Too bad. Dont have any ceiling fans? Too bad. You only get one air conditioner covered on your policy and youre paying for ceiling fan coverage *The Allen Thomas Group* anyway. Will the home warranty provider do anything about it? Probably not.Well, most of them wont.One company, however, does offer something different. Its an innovative customer-centered solution. Its a consumer revolution because it takes the control out of the hands of the home warranty company and gives it to the consumer. With Met Home Warrantys revolutionary Design-A-Plan, customers have the ability to completely control their home warranty policy.Design-A-Plan will change the way home warranty customers will shop for their coverage. Policies will no longer be assigned to customers whether they need specific systems covered or not. Instead, customers can choose among base packages and adjust their plan according to their needs. Do you need two air conditioners covered? No problem! Dont have any ceiling fans? Dont pay for them!Whats great about this innovative system is how easy it is to Learn more here use: Design-A-Plan will take the customer step-by-step through their policy creation in a hassle-free no-salesperson-will-call atmosphere. Along the way theyll learn about their home and theyll do due diligence on the home warranty industry.Design-A-Plan does two things: First, it takes other home warranty companies to task for robbing their customers of choice and control. Second, it returns that choice and control where it belongs back in the hands of the consumer!Homeowners deserve choice when buying a home warranty policy. Its time they got that choice!

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